

# OPINIÃO

**Lisbon School  
of Economics  
& Management**  
Universidade de Lisboa

U LISBOA | UNIVERSIDADE DE LISBOA

*A University which "makes a School" does this by way of free, innovative, and plural thinking regarding Economics through to Management, based on informed debate and a profound and genuine concern about the social contextualisation of major individual, business, and political decisions.*

*Since 1911 we have been providing opinion leaders who influence both the country and the whole world. Here we are, again!*



Clara Raposo  
Dean of ISEG

## Missing the Future

"The pandemic has both created and exacerbated economic and social problem, albeit it does not affect everyone equally. In the week, during which International Women's Day was celebrated, António Guterres, the Secretary General of the United Nations, wrote in an opinion article that "the covid-19 crisis has a woman's face", whilst warning of the exacerbation of "already profound inequalities felt by women and girls, which have eliminated years of progress towards gender equality", and arguing that "the world needs a new stimulation for the production of female leadership and equal participation". In Portugal also, the "crisis has a woman's face", with difficulty in balancing work life with care for the elderly and children, unemployment, loss of income, and domestic violence as just a few examples of this female face.

Science and knowledge play a central role in the identification of the problems associated with the pandemic crisis and the subsequent search and implementation of their respective solutions for the present and the need to avoid them in the future. ISEG's teaching and research of excellence contribute to these solutions. ISEG, being an institution which is constantly renewing itself, is not frightened by these challenges or these changes. Without a doubt, this is demonstrated by our century-long history and also by the experience of this last year, during which the ISEGian community reinvented itself and through innovating overcame the enormous and unprecedented challenges in the fields of teaching, research, and organisation. Energy, persistence, and courage – both individually and collectively – will be our testimony for the future.



Elsa Fontainha

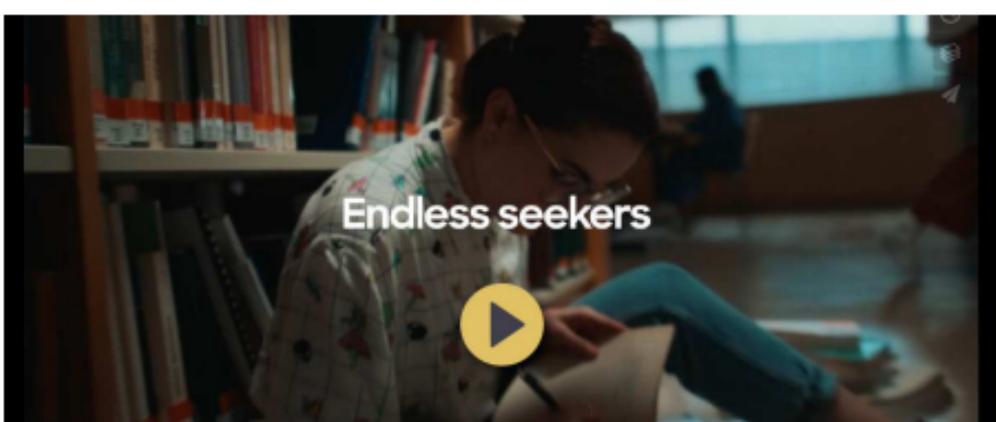
Professor of Economics, Coordinator of the GT Training Academy of iGen Forum

Anchored in its Mission, Values, and Vision, and in its way of teaching and carrying out research, as well as in the formal commitments (e.g., to the Objective of the United Nations 2030 Agenda, as a member of the iGen Forum for Equality, and subscribing to the SAGE Charter of Principles for Gender Equality), ISEG will contribute to promoting a more egalitarian, diverse, and inclusive future, in which the promotion of female leadership and that of equal participation are the norm. We are missing the future! .... a fairer future .... constructed with care, ... just as the best dreams".

## The ISEG campaign is launched: Open Minds. Grab The Future.

ISEG has just launched a large advertising campaign with the signature "Open minds. Grab the future." A multi-media campaign now follows the launch of the new brand identity, which is already very visible in social media, Expresso, and Observador. The guiding thread is provided by a one minute film directed by Miguel Coimbra and produced by el-Hey, featuring original music by Mikkel Solnado and the voice of Paula Lobo Antunes. The casting was all done at ISEG, of course!

*The future of economics and management is made up of different talents. See [here](#).*



The campaign was launched on the 8<sup>th</sup> of March, International Women's Day. The chosen date has special meaning which is perfectly in tune with ISEG's DNA, namely: we equally celebrate men and women, of all types. All are different, yet all are the same. The specialised marketing and communication media highlighted the ISEG campaign:

MARKETEER [see more >](#)

MÍDIA PÚBLICA [see more >](#)

BRIEFING [see more >](#)

inews [see more >](#)

In addition to the film, the campaign also consists of a series of advertising posters that illustrate the human side – the "B side" – of economists and managers of today and the future. It is their essence that makes the difference, when an interest for mathematics, technology, economics, and management all come together.



In this edition of the Newsletter we highlight International Women's Day and ISEG's coverage in the media during a week marked by the launch of ISEG's multi-media advertising campaign, as well as the publishing of the Economic Outlook for February. We highlight the launch of the 5<sup>th</sup> Edition of the Journal of the ISEG Young Economics Society, news of our alumni, research news, the return of the ISEG Management Challenge, and the recognition of the Postgraduation in Health Institutions Management by the Order of Physicians (*Ordem dos Médicos*). The following are cited in this number: Alexandre Abreu, António Garcia Pereira, Clara Raposo, Francisco Louçã, João Duque, João Ferreira do Amaral, Manuel Ennes Ferreira, Maria Rosa Borges, Nuno Crato, Paulo Trigo Pereira, Ricardo Cabral, Sandra Maximiano and Sara Falcão Casaca.



## When equality shines, it shines for all

- >> **Francisco Louçã** comments on Expresso with regards the inauguration of Marcelo Rebelo de Sousa as President, stating "you'll regret fighting for the centre".

 [see more >](#)
- >> The opinion of **Maria Rosa Borges**, on the credit default which she states is "a problem for creditors and debtors", in Jornal Económico.

 [see more >](#)
- >> The opinion of **Ricardo Cabral** regarding the combination of fiscal policy and monetary policy as a reaction to the profound economic crisis, in Público.

 [see more >](#)
- >> **António Garcia Pereira** writes an article on the International in Notícias Online, stating that behind this day is "a whole century of the fight against oppression, exploitation, and discrimination that characterise the capitalist society".

[see more >](#)
- >> **Sara Falcão Casaca** is interviewed by Público on International Women's Day on account of the presentation of the 2021 Activity Plan of the Economic and Social Council (CES), of which she is Vice-President.

 [see more >](#)
- >> **Paulo Trigo Pereira** writes an opinion article in the Observador on the Recovery and Resilience Programme.

 [see more >](#)
- >> In an article written for Expresso, **João Duque** states "Portugal, you're getting old. All you want is for the State to let you have a consultation, give you the vaccine, and pay your pension".

 [see more >](#)
- >> In an opinion article, **Francisco Louçã** considers that "The technology companies have taken off their gloves".

 [see more >](#)
- >> **Manuel Ennes Ferreira** asks to "light a candle for a summit with Africa and a new EU-ACP agreement under the Portuguese presidency of the E ", in an opinion article in Expresso.

[see more >](#)
- >> **Clara Raposo** is invited to speak in a webinar on "Savings: the ability to invest in the future", which was organised by Público.

 [see more >](#)
- >> In Expresso, **Alexandre Abreu** states that the tax system "can and should help tackle the inequalities that have been accentuated by the pandemic, although it is necessary to choose the targets well".

 [see more >](#)
- >> **Sara Falcão Casaca** explains why it still makes sense to celebrate International Women's Day these days, in GQ Portugal magazine.

 [see more >](#)
- >> **Clara Raposo** features in the list of the 100 most influential women in the country, in Sábado magazine.

 [see more >](#)
- >> **Clara Raposo** in a debate dedicated to the digital transition, with Minister Pedro Siza Vieira, the CEO of Impresa, Francisco Pedro Balsemão, and Ricardo Castanheira.

 [see more >](#)
- >> **João Ferreira do Amaral** in the "Perfect Storm" programme on Radio Observador, on the 'toing and froing' of the new Lisbon airport.

 [see more >](#)
- >> **Nuno Crato** is invited to speak in the podcast on "Talking is what we understand", which is dedicated to the topic of teaching.

[see more >](#)
- >> **Nuno Crato** and **Sandra Maximiano** talk about schooling and real qualification in the Nota20 podcast – a Radio Observador programme.

 [see more >](#)
- >> **Clara Raposo** speaks about the application of the European economic recovery funds, in a debate on SIC Notícias.

 [see more >](#)

## The ISEG Economic Outlook for February is news

The ISEG Economic Outlook was cited in countless media. If you haven't had an opportunity to read it yet, click [here](#).

-  [see more >](#)
-  [see more >](#)
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## News about alumni and students

**Carla S. Nunes**, an ISEG alumna of Management, is a reputed Managing Director at Duff & Phelps in the United States. She was interviewed for a Wall Street Journal article on the American economy and its economic recovery.

-  [see more >](#)



The pharmaceutical company Sanofi has nominated **Francisco Rocha Gonçalves**, who has a PhD in Management from by ISEG, for the position of Head of Market Access & Public Affairs.

Human Resources

[see more >](#)



**Nuno España**, an ISEG alumnus of Economics, the Head of Lusíadas Dental & Outpatient Clinics Cluster Lisbon, was interviewed by Jornal de Negócios and talked about the transformation of marketing in the pandemic context.



[see more >](#)

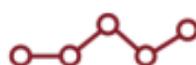


Read the 5<sup>th</sup> Edition of the Magazine of the **ISEG Young Economics Society**, which is dedicated to the 2021 Presidential Elections. [Read here](#)



## Research news at ISEG

The Institute of Public Policy (IPP) is an academic think tank which aims to promote a society where public debate is more enlightened and political decision processes are more rigorous and informed. See the latest edition of the IPP newsletter [here](#).



INSTITUTE OF PUBLIC POLICY

[see more >](#)

Keep up with Portuguese Economic Journal (PEJ). Read the most recent which is entitled "The financial vulnerability and excess debt of Portuguese firms in the context of the COVID-19 crisis".

[Read the article](#)



[see more >](#)

**CSG** is a Research Consortium in the area of Social Sciences and Management, whose news can be followed in its weekly newsletters.

See Newsletter #177 [here](#).



[see more >](#)

## What's Up @ISEG

**ISEG Management Challenge – the biggest competition of international strategy and management is back!**

For students of the ISEG Bachelors in Management, Economics, Finance, and MAEG. Enrolment open until the 16<sup>th</sup> of March. [Know more](#)



**Postgraduation in Health Institutions Management is recognised by the Order of Physicians (Ordem dos Médicos).**

The **Postgraduation in Health Institutions Management** is recognised by the Board of the College of Health Services Management Skills of the Order of Physicians (**Ordem dos Médicos**), which enables the attribution of management skills by this professional order.

[Know more](#)



**Academic Association of Universidade de Lisboa – 6<sup>th</sup> Edition of the State of the University**

The Academic Association of Universidade de Lisboa (AAUL) is promoting the 6<sup>th</sup> Edition of the State of the University, on the 20-21 March, from 10.00 to 17.00, which will be beheld online for the first time.

Clara Raposo and Nuno Crato are both members of the discussion panels.

[Know more](#)



## The opinion of Miguel Coimbra, El-Hey

"When I accepted the incredible challenge to assist ISEG in modernising its image, I immediately passed the ball to Miguel Bacelar of Saint-Pirate.

I have sufficient experience in advertising to know that 'sketches', however enchanting they are, are not worth a lot, unless they transmit a clear strategy.

In other words, ideas need a support if they are to make sense and have an effect. Maybe it's a defect which is a little bit Portuguese, with just a short-term vision, but for a topic as fundamental as education and research, with all that they mean for the country, such 'sketches' have now become obligatory to ensure that a strategy has concrete results. How does one communicate that this school is an excellent option, if not the best? There are no lack of arguments in the case of an entity which is 110 years old, however more was needed – a vision and an original idea to reach the heart of parents, students, prospective students, and faculty alike. This was how we started ... from content to the final package.

Saint-Pirate started with the task of getting to know what our target should be for the whole of the communication, through the adoption of in-depth research and by listening to those who have with links with ISEG. By always maintaining close contact with Clara and her contagious energy, this research was the spark which set off everything that followed and precipitated the central question: what's the purpose of a school, if it's not to prepare its students for the future? This was the faint path that ended up turning into a major highway which led us to a clear positioning and to a stronger and rejuvenated identity as well as a campaign which has no compunction about the need to communicate.

To be able to communicate without benefitting from access to the resources of a multinational agency, we needed to come up with a very effective method to enable us to make ourselves noticed in a world which is already highly polluted with messages. The campaign started to gain shape graphically, adopting the colours which had been chosen by the design team.

The new complementary colours of ISEG – which are synonymous with plurality and a unity made up of differences – had to be present. This needed to be a campaign for all time, which is easily adaptable to the countless available media, in order to ensure a more effective communication.

It couldn't be invisible, as it needed to be completely transparent in the way it talks about students and prospective students.



The idea came to light to look at the true nature of each one of us, for the particularity, and for what this means when it is brought together with that which a school has to teach with that which the others can offer us. It represents a metaphor of talents, which is translated into an inviting campaign.

A campaign that invites one as an individual to join the collective ..... to make something bigger, and, naturally ..... to grab the future .... because we really need to!

For this is what makes this change of tone of communication and image so relevant ... and at the right moment. A school which carries so much history and know-how on its shoulders – with the wise humility to communicate as an equal as it looks its students' right in their eyes.

The short film I had the privilege of making – which unites this script with the production and launch – represents a unique opportunity. I was enchanted by the genuine confidence which ISEG always gave us – a blank sheet of paper that has truly borne fruit. All members of the el-Hey and Saint-Pirate team wanted to do their utmost for a client which demonstrated trust in such a transparent way. Working with a great team constituted by a variety of exemplary professionals and a magnificent ISEG cast who were indefatigable and genuinely smiley, made for plain sailing. For three intense days which were made light owing to the pleasure of working in such creative conditions, we shot genuine scenes which are a true representation of the students, their world (and talents), and the energy that distinguishes ISEG. The film fittingly ends in a moment of beauty, with a catchy song written by the musician and composer, Mikkel Solnado. Indeed, the project is completely original ... right from beginning to the end.

I am proud of the result and am grateful for the opportunity to have been able to work for a special moment in the life of ISEG".

HAVE A GOOD WEEKEND!



Lisbon School of Economics & Management

RANKINGS



MEMBER



ACCREDITATIONS AND PARTNERSHIPS

